

Having thus described the invention, it is claimed:

1. A carrying case comprising:

an outer enclosure defined by a pair of clam-shell members;

a hinge for connecting said pair of clam shell members to each other along a respective edge thereof;

5 a closure member, secured to at least one of said pair of clamshell members, for selectively securing adjacent edges of said pair of clam shell members to each other;

each said clam-shell member having an exterior face;

a patch of hook and loop material located on at least one of said exterior faces of said pair of clam-shell members and defining a shape; and,

10 at least one overlay cut within a perimeter of said shape, said overlay including opposite front and back sides with a hook and loop material located on said back side for releasable attachment of said overlay to said shape and hence said clam shell exterior face.

2. A carrying case as claimed in claim 1, wherein said shape is indented into said at least one said exterior face.

3. A carrying case as claimed in claim 1, wherein said perimeter of said shape is less than a perimeter of said at least one said exterior face.

4. A carrying case as claimed in claim 3, wherein said perimeter of said shape is generally centered within said perimeter of said at least one said exterior face.

5. A carrying case as claimed in claim 1, wherein said front side of said overlay includes a decorative display thereon.

6. A carrying case as claimed in claim 1, wherein said shape and said overlay are substantially circular in configuration.

7. A carrying case comprising:  
an enclosure defined by at least one wall, said at least one wall having an exterior face;  
a storage area defined within said enclosure;  
an opening formed in said enclosure;  
a closure member mounted to said enclosure for selectively closing said opening;  
a first fastening means defined on said exterior face of said at least one wall; and,  
a first overlay including a decorative front side and a back side including a second fastening means for releasable attachment of said first overlay to said first fastening means and hence said at least one wall exterior face, wherein said first overlay covers at least a portion of said exterior face and presents a decorative appearance for said at least one wall.

8. A carrying case as claimed in claim 7, wherein said panel is rectangular.

9. A carrying case as claimed in claim 7, wherein said panel is circular.

10. A carrying case as claimed in claim 9, wherein said panel is indented into said

wall material.

11. A carrying case as claimed in claim 9, wherein said overlay is circular.
12. A carrying case as claimed in claim 7, wherein said overlay is smaller than said panel.
13. A carrying case as claimed in claim 12, wherein said overlay has a shape different from said panel shape.
14. A carrying case as claimed in claim 12, further comprising a second overlay.
15. A carrying case as claimed in claim 7, wherein said case further comprises at least one carrying strap.
16. A carrying case comprising:
  - a body having a rear wall, a front wall, and a means for connecting said front and rear walls to each other;
  - a closure for selectively closing an opening defined in said body;
  - 5 said front wall and said rear wall having inner and outer surfaces;
  - a panel comprising a hook and loop material located on said outer surface of at least one of said front and rear walls; and,
  - a first overlay having front and back sides including a hook and loop material on said back side for releasable attachment of said first overlay to said panel.

17. A carrying case as claimed in claim 16, wherein a perimeter of said first overlay is less than a perimeter of said panel.

18. A carrying case as claimed in claim 16, further comprising a second overlay having front and back sides including a hook and loop material on said back side for releasable attachment of said second overlay to said panel, in spaced relation to said first overlay, whereby said second overlay is releasably attached to said panel.

19. A carrying case as claimed in claim 16, wherein said front side of said first overlay includes a decoration thereon.

20. A carrying case as claimed in claim 16, wherein said closure comprises a flap that has one edge hingedly connected to one of said front and rear walls.

21. A carrying case comprising:

- a body having a plurality of interconnected walls which define an interior storage space;
- a closure for selectively closing an opening defined in said body;
- said plurality of interconnected walls each having an outer surface;
- at least one patch of hook and loop material located on said outer surface of at least one of said plurality of interconnected walls; and,
- a first overlay having front and back sides including a hook and loop material on

said back side for releasable attachment of said first overlay to the at least one patch.

22. A carrying case as claimed in claim 21, wherein a plurality of spaced patches are provided on said outer surface of said at least one of said plurality of interconnected walls.

23. A carrying case as claimed in claim 22, further comprising a second overlay having front and back sides including a hook and loop material on said back side for releasable attachment of said second overlay to at least one of said plurality of spaced patches, wherein said second overlay is spaced from said first overlay.